BACKGROUND

Play It Again Sports is a local business that has been in the Treasure Valley for over 20 years. The location I work at has been owned and operated by Mike Welch for the past 17 years. PIAS as it affectionately called has been a resource in the community for parents to bring old equipment or equipment that is no longer the correct size to the store to receive either cash, trade credit, or even the opportunity to consign your item. PIAS has always strived to be a resource of the community, placing a high emphasis on honesty and customer service. We are a small local business and want to be the desired location for local children interested in participating in a variety of sports.

Overview Of Intern Duties

Website Maintenance:
As the Community Outreach Coordinator I was responsible for updating our website with current products, prices, and specs on equipment. I frequently added and removed products from the website and filled in relevant information to better answer questions a online customer may have. This was a good opportunity for me to gain knowledge of the skis/snowboard equipment that we have in the store so that I could better assist customers. I also had many marketing duties that I did through the website, most importantly the creation/organization of the Free Bat Demo Flyer for the Demo Day.

Free Bat Demo Day:
For the demo day I was responsible for creating the flyer to advertise our event, distribute the flyer, and then run the actual demo day. After creating the flyer I drove to all of the local high schools as well as some community centers like the YMCA. We also distributed flyers via email to the different youth league around town to reach as many aspiring baseball youth as we could. Finally I was in charge of facilitating the demo day at The Sandlot (a local batting cage). Here we helped kids with their swing, let them use the newest bats for free, and offered discounts on any orders made that day.

Ski Swaps:
Ski swaps and preparation for ski swaps took up a chunk of my internship time. This consisted of many different activities. The prep included moving skis, removing stickers, and assembling equipment. We would then take inventory of what we wanted to bring, tag the items, and then loaded them onto Penske Trucks to drive to each swap location. The hard part was that each swap had different tags so this process happened 4 separate times. The swaps ranged in size we brought 3,000 items to our smallest swap and 8,000 to our largest. After then removing all the items from the truck for the swap we would volunteer to help assist customers with sizing, pricing, and general knowledge of the sport.

My internship allowed me to communicate proper sizing and safety features for our equipment so I was about to education customers on how to used their items in a way to minimize injury. This was great because I have always enjoyed fitness, anatomy, and safety so I got to combine all three into one. This was true of both my experience working at the demo day sizing bats, and the ski swap fitting individuals for proper snow equipment.

What I Learned

My learning wasn’t so much an actual skill as it was a general take away of what a position like this could be like. I learned that the joy you receive from an event planned and implemented by yourself that goes well is one of the most rewarding feeling you can have. I learned that being in charge adds a lot of stress in the form of responsibility. This again gave me an opportunity to desensitize myself with taking to strangers as well as league heads. I believe this experience showed me that I do indeed love working with kids in a sports related way. The happiest I got was when I had an chance to teach kids. I never thought of myself as much of a teacher and honestly feared it because I never liked talking to big crowds. But now I feel cool talking in front of other I actually am starting to enjoy it. I think the reason I like kids and sports so much is because they are really interested in sports at that time. If I had to teach math I’m sure it would be a different story. But I love sports and don’t enjoy math so that may also play a role. I have learned that I am capable of much more then I had ever thought of before I started working internships. This opportunity, having teachers who care, and an unbeatable academic advisor really showed me that I can do anything that I set my mind to and I would not be here where I am today without the help of this Health Education and Promotion Program and its unparalleled staff.